

MLA 26 | MILWAUKEE | MAY 19 - 22

# *Brand Guidelines*





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# What is MLA '26?

## MLA '26 is the annual conference of the Medical Library Association (MLA).

The opportunities are endless to engage with like-minded peers, spark new connections and ideas, and gain insights from innovative leaders of the health information profession.

MLA '26 is held over four days including:

- In-Person Continuing Education (CE) opportunities to earn CE credits
- Plenary speakers to learn about industry trends from industry visionaries
- Contributed content sessions to discuss the latest findings with like-minded peers
- The Hall of Exhibits featuring the latest technology solutions for health information professionals
- And more!

## How to Use These Guidelines

We are excited to share these guidelines to help you create your own content to promote MLA '26. If you have any questions, please contact Hannah Jeon, Marketing Manager: [hannah.jeon@mlahq.org](mailto:hannah.jeon@mlahq.org)



## PRIMARY LOGOS

The primary logo contains the conference title, tagline, dates, and location. This logo should be the most heavily used throughout the brand.



## SECONDARY LOGOS

The secondary logo is a stacked version that contains the conference title, tagline, dates, and location. This logo should be the most heavily used throughout the brand.



## SEAL LOGOS

While the primary logo is wide and rectangular, the seal logo provides an option for alternate use cases that require square orientation (examples: tote, stickers, buttons etc).



## LOGOMARKS

Abbreviated logomarks are to be used on various social media, marketing, and infographic collateral that doesn't require the entire logo with dates, location, and hashtag.



*mla '26*



*mla '26*

## COLOR PALETTE

### Primary Colors

*Navy Blue*

HEX #17124a  
RGB 23, 18, 74  
CMYK 69, 76, 0, 71

*Cream  
City Brick*

HEX #fbe5b7  
RGB 255, 228, 177  
CMYK 0, 11, 31, 0

### Secondary Colors

*Mustard  
Yellow*

HEX #f9d77f  
RGB 249, 215, 127  
CMYK 0, 14, 49, 2

*Cream*

HEX #fef1e5  
RGB 254, 241, 229  
CMYK 0, 5, 10, 0

### Accent Colors

*Candy  
Apple Red*

HEX #da3c40  
RGB 218, 60, 64  
CMYK 0, 72, 71, 15

*Salmon*

HEX #f68047  
RGB 246, 128, 71  
CMYK 0, 48, 71, 4

A large, stylized graphic of the letters 'Aa' in a dark blue, textured, brush-like font. The letters are thick and have a grainy, hand-painted appearance. The 'A' is tall and narrow with a loop at the bottom left, and the 'a' is lowercase and rounded with a tail that curves to the right.

*Primary Header*  
*Thirsty Rough Bold Two*

**Subheader**  
**Avenir Black**

Body Copy

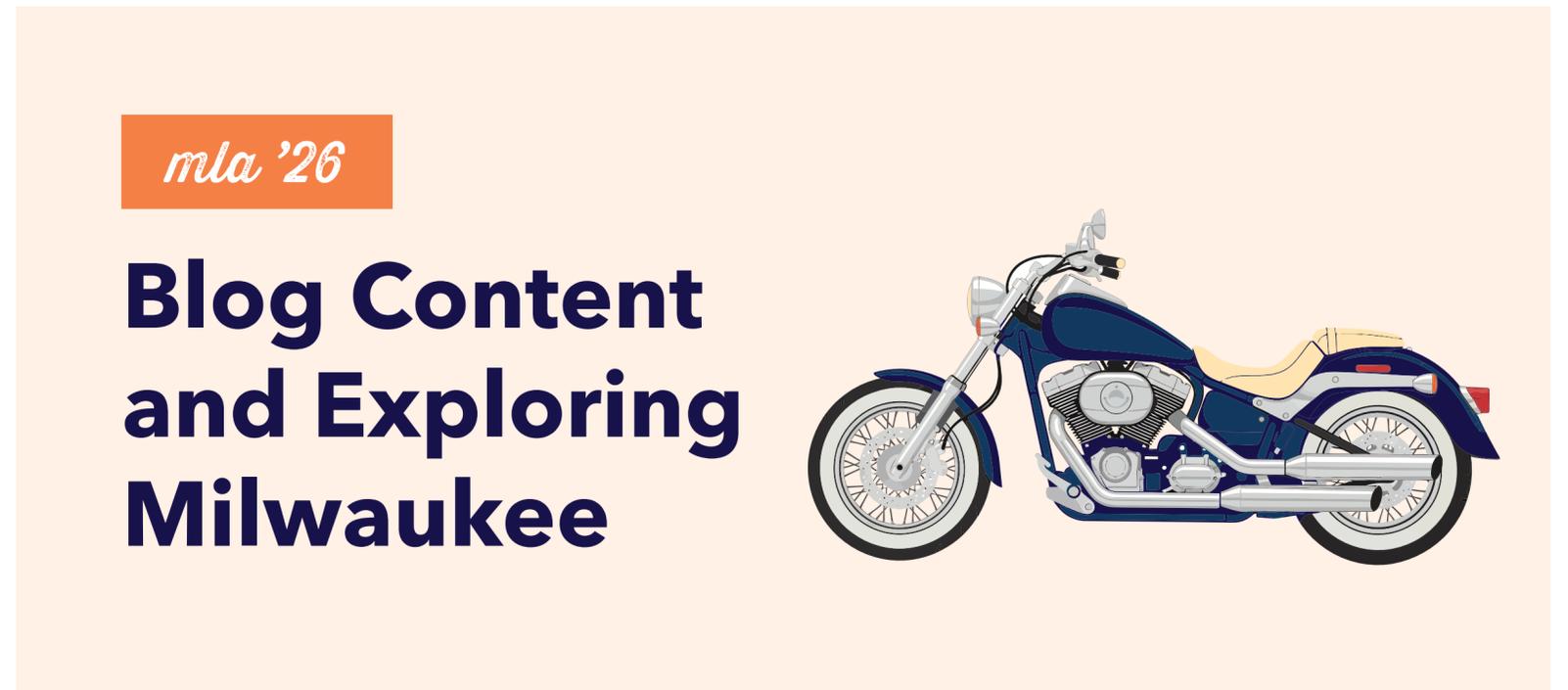
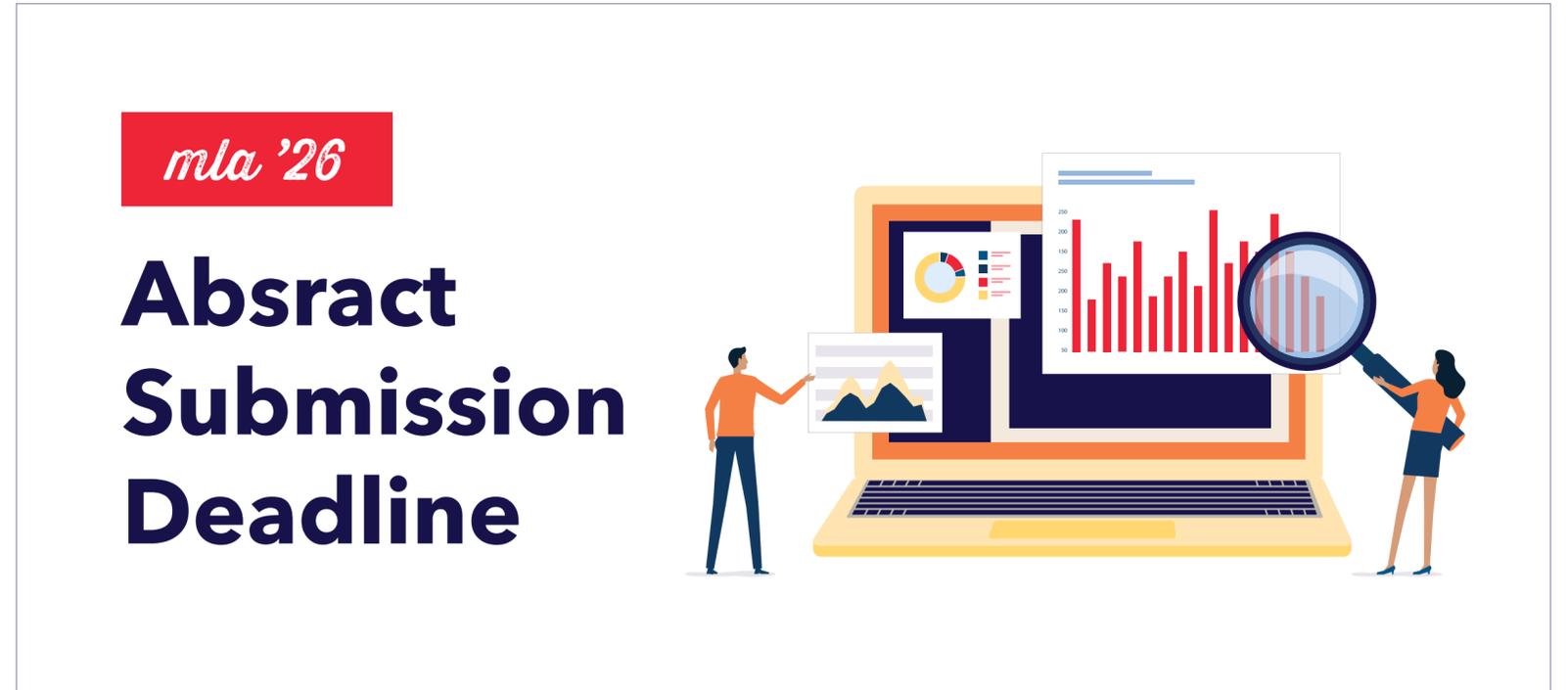
Avenir Light (Between 9-12 pt.)

Equis volupt que id qui comnis eatet eleceste nimilluptae sinimolorum venis  
min comniet verum de sequis excesto taturis quatem untibusam lacid molor-  
porem qui aut mos repudae sequam ulliqui delent plis ent pore nimus dolo

Illustrations should enhance, not distract from, the message. MLA '26 illustrations should be vector-based. Use the accent colors. Use Milwaukee related illustrations for local committee blog posts and research-oriented ones for contributed content posts. City skyline and map outline can be used as accent pieces on the sides and bottom of pages where space permits.



For blog content, we plan to incorporate brand colors consistently, complemented by vector illustrations. Each blog header should include a corresponding vector aligned with the content. For these designs, we can apply the accent colors Candy Apple Red and Salmon as backgrounds for the event logo eyebrow.



For the dining guide, we will apply the brand color palette consistently to create visual cohesion while showcasing Milwaukee's vibrant food scene. Each section will be accented with purposeful color choices to highlight local restaurants, culinary traditions, and diverse dining experiences, ensuring the guide feels both engaging and on-brand.



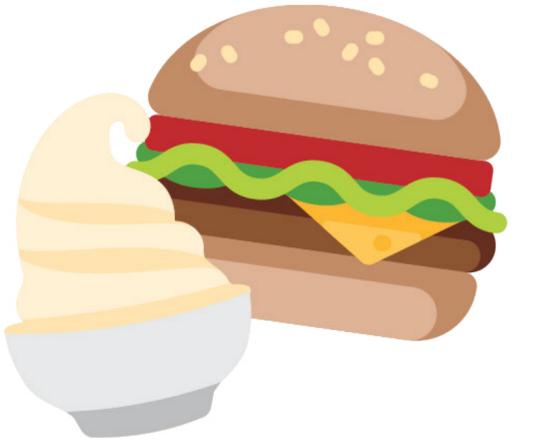
*Say cheese*  
**& raise a glass**

VIEW THE 2026 DINING GUIDE HERE



*Butter up.*  
*Cool down.*

VIEW THE 2026 DINING GUIDE HERE



Onsite, we want to capture the communities and collaboration that happens in health information sciences. Both candid and posed, our members are excited to be in-person and making connections.





Horizontal Banners are 180" x 36" and meant to convey a warm welcome to attendees entering the space.



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*Welcome to Milwaukee!*

-  **Registration Exhibit Hall**
-  **Restaurants Transportation**
-  **Information Meeting Rooms**

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*Keynote Speakers*

- **Lorem Ipsum  
Lorem Ipsum**  
Speaker Name  
XXX May XX  
10:00 a.m. - 11:00 a.m.
- **Lorem Ipsum  
Lorem Ipsum**  
Speaker Name  
XXX May XX  
10:00 a.m. - 11:00 a.m.
- **Lorem Ipsum  
Lorem Ipsum**  
Speaker Name  
XXX May XX  
10:00 a.m. - 11:00 a.m.

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*Speaker Ready Room*

**Hours of Operation**

XXX May XX  
10:00 a.m. - 3:00 p.m.

XXX May XX  
10:00 a.m. - 3:00 p.m.

XXX May XX  
10:00 a.m. - 3:00 p.m.

Meterboards

Headers and footers remain the same on all meterboards. For text placement, please maintain 3" margins around entire text box. Left justify all copy and symbols to align in a clean manner. All hierarchies should left align with the 'm' in the header as to not be distracting. For body copy, use approximately a 170% leading ratio to ensure readability of small text.

22x27.5 cards will be provided as a template indesign file. Maintain 2" margins around entire text box. Left justify all copy including headers and body. For body copy, use approximately a 170% leading ratio to ensure readability of small text.

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*Lecture*

 **First Name  
Last Name**

XXX May XX at 10:00 a.m.

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*Poster Sessions*

XXX May XX  
10:00 a.m. - 3:00 p.m.

XXX May XX  
10:00 a.m. - 3:00 p.m.

XXX May XX  
10:00 a.m. - 3:00 p.m.

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*Show  
Security  
Office*

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*Speaker  
Ready Room*

**Hours of Operation**

XXX May XX  
10:00 a.m. - 3:00 p.m.

XXX May XX  
10:00 a.m. - 3:00 p.m.

XXX May XX  
10:00 a.m. - 3:00 p.m.

Registration Wedge is 55" x 10."



Kick stands are 70" x 31.75" spanning 3 sequential signs.



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*Exhibit Hall*

**Hours of Operation**

XXX May XX  
10:00 a.m. - 3:00 p.m.

XXX May XX  
10:00 a.m. - 3:00 p.m.

XXX May XX  
10:00 a.m. - 3:00 p.m.



*Exhibit Hall Entrance*

Exhibit Hall Entrance

A - 116-7/8" x 12"

B - 38-1/8" x 94-1/8"

C - 38-1/8" x 12" (solid color base)

*mla '26*

CULTURED COLLABORATIONS

*Exhibit Hall*

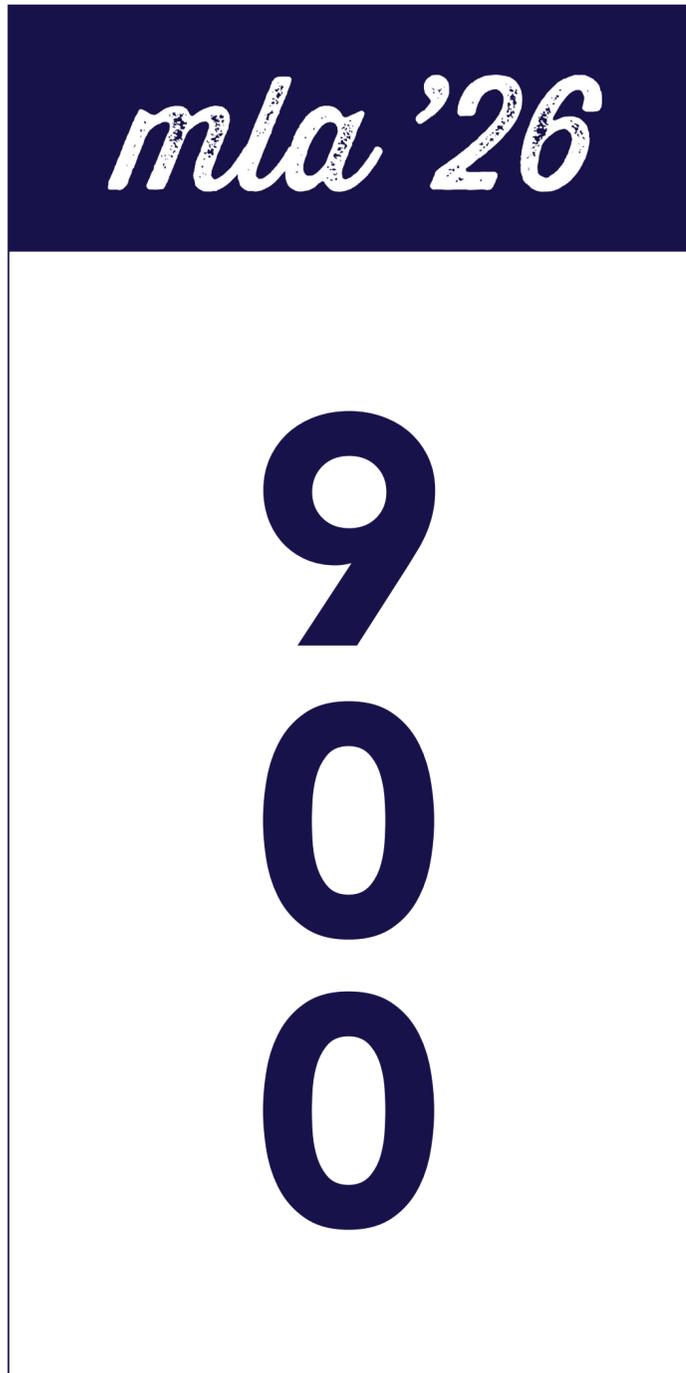
**Hours of Operation**

XXX May XX  
10:00 a.m. - 3:00 p.m.

XXX May XX  
10:00 a.m. - 3:00 p.m.

XXX May XX  
10:00 a.m. - 3:00 p.m.





Aisle Signs  
Vertical 48" x 96"  
Horizontal 96" x 24"